

Can we really use communication and marketing to improve the health of populations and prevent climate change?



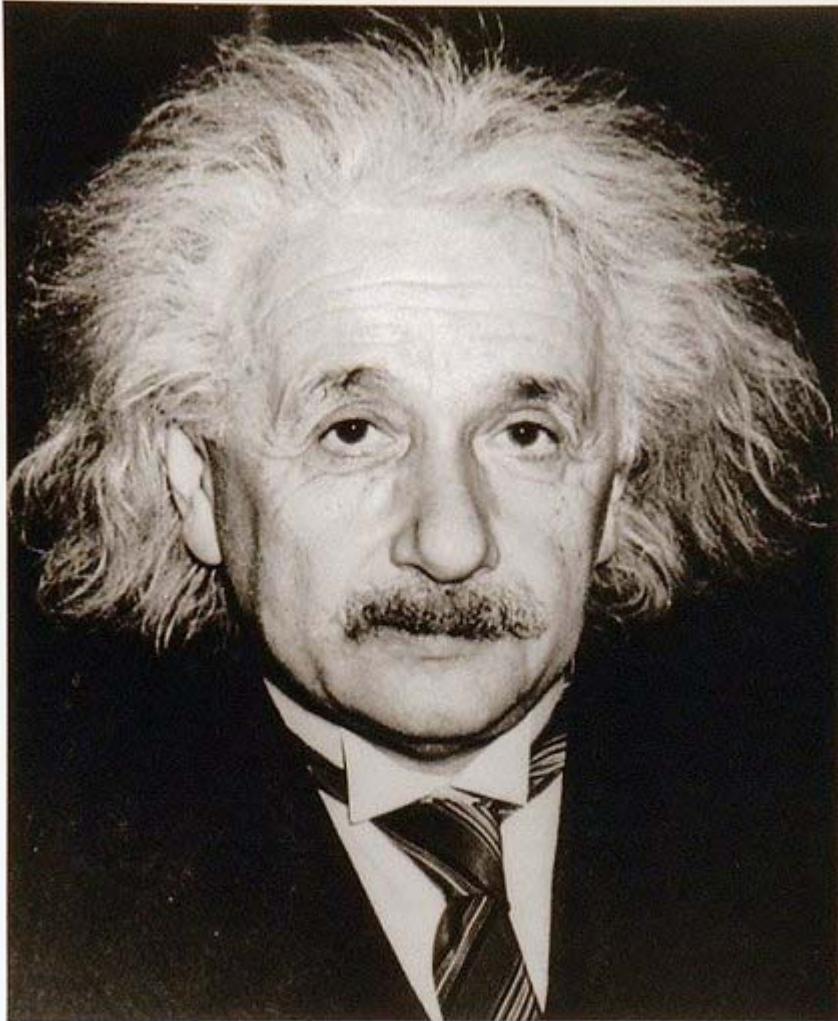
Center of Excellence in Climate
Change Communication Research

Edward Maibach, MPH, PhD
Comm 590: Social Marketing

One cartoonist's answer:



"First of all—you need a Web site."



I·M·A·G·I·N·A·T·I·O·N

"Imagination is more important than knowledge."
— Albert Einstein

© 2001 The Walt Disney Company. All Rights Reserved. Disney, the Disney logo, and Mickey Mouse are trademarks of The Walt Disney Company. All Rights Reserved. 100% Recycled Paper.

“Everything should be made as simple as possible, but not simpler.”

Bill Gates' answer (from his commencement address, Harvard University, June 2007)

“The barrier to change is not too little caring; it is too much complexity.

To turn caring into action, we need to see a problem, see a solution, and see the impact. But complexity blocks all three steps.

It's hard to look at (so much human) suffering if the situation is so complex that we don't know how to help. And so we look away.”



Bill Gates' answer (continued)

“If we can really see a problem, which is the first step, we come to the second step: cutting through the complexity to find a solution.

Cutting through complexity to find a solution runs through four predictable stages:

- determine a goal
- find the highest-leverage approach
- discover the ideal technology for that approach
- and in the meantime, make the smartest application of the technology that you already have — whether it's something sophisticated, like a drug, or something simpler, like a bednet.”

My answer begins with a question:

What influences both the health of people in populations and climate change?

Population health and environmental outcomes



Behaviors of people in the population

Answer:

People's behavior.

Population health and environmental outcomes



Behaviors of people in the population

Question:

What influences people's
behavior?

Population health and environmental outcomes



Behaviors of people in the population



The attributes of people

Population health and environmental outcomes



Behaviors of people in the population



The attributes of people



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population

Which attributes
of people?

The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population



Individuals

Cognitions:

- knowledge
- beliefs
- self-efficacy

Affect

Skills

Motivation

Intentions

Biological
predispositions

Demographics

The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population



Individuals

Cognitions:

- knowledge
- beliefs
- self-efficacy

Affect

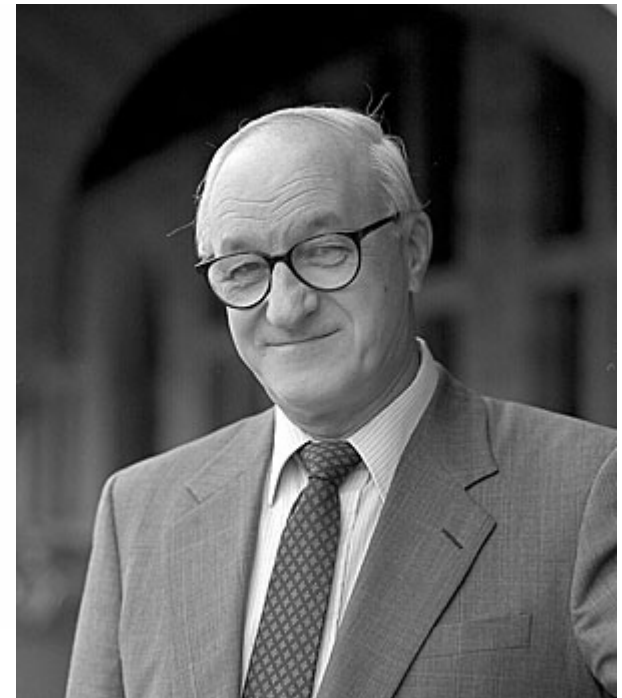
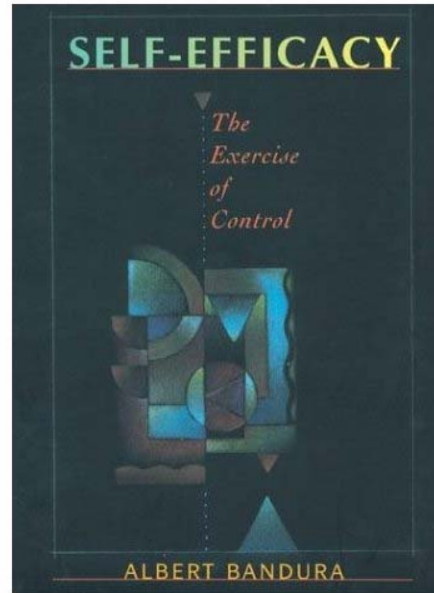
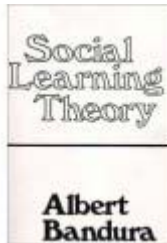
Skills

Motivation

Intentions

Biological predispositions

Demographics



The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population



Social
Networks

Size and
connectedness
of personal
network

Social support
and modeling by:

- family
- peers
- mentors

Opinion leaders

The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population

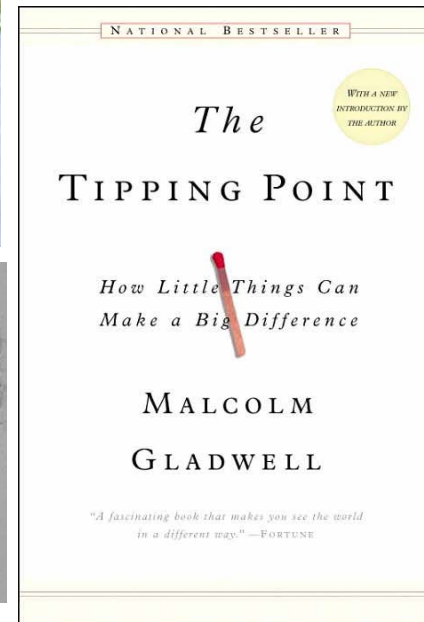
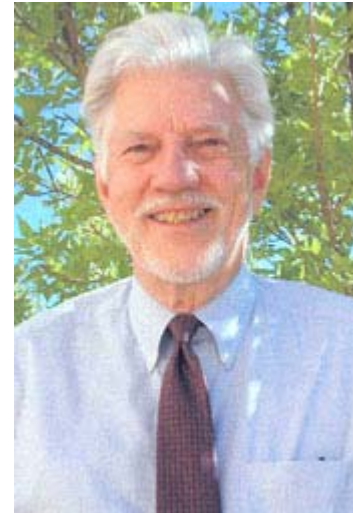


Social Networks

Size and connectedness of personal network

Social support and modeling by:
-family
-peers
-mentors

Opinion leaders



The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population



Population or
Community

Social norms

Culture

Social
cohesion

Collective
efficacy

Social
capital

Income
Disparities

Racism

The attributes of people

Population health and environmental outcomes



Health behaviors of the people in the population



Population or Community

Social norms

Culture

Social
cohesion

Collective
efficacy

Social
capital

Income
Disparities

Racism



Lisa Berkman



The attributes of people

Population health and environmental outcomes



Behaviors of the people in the population



Individuals

Cognitions:
- knowledge
- beliefs
- self-efficacy

Affect

Skills

Motivation

Intentions

Biological
predispositions

Demographics

Social Networks

Size and
connectedness
of personal
network

Social support
and modeling by:
-family
-peers
-mentors

Opinion leaders

Population or Community

Social norms

Culture

Social
cohesion

Collective
efficacy

Social
capital

Income
Disparities

Racism

Attributes of people

Smallest ----- Largest

Level of Aggregation

Population health and environmental outcomes



Behaviors of the people in the population



Individuals

Cognitions:
- knowledge
- beliefs
- self-efficacy

Affect

Skills

Motivation

Intentions

Biological
predispositions

Demographics

Social
Networks

Size and
connectedness
of personal
network

Social support
and modeling by:
-family
-peers
-mentors

Opinion leaders

Population or
Community

Social norms

Culture

Social
cohesion

Collective
efficacy

Social
capital

Income
Disparities

Racism

Attributes of people

Smallest ----- Largest

Level of Aggregation

Population health and environmental outcomes



Behaviors of the people in the population

Which attributes
of place?

The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability and cost of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

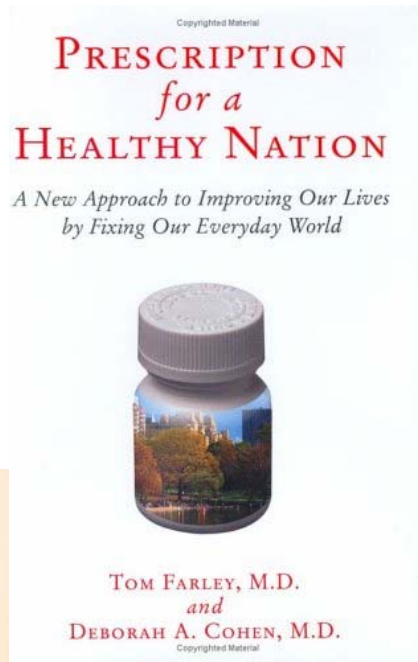
Cultural & media
messages

The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability and cost of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

**Availability and cost of
products & services**

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

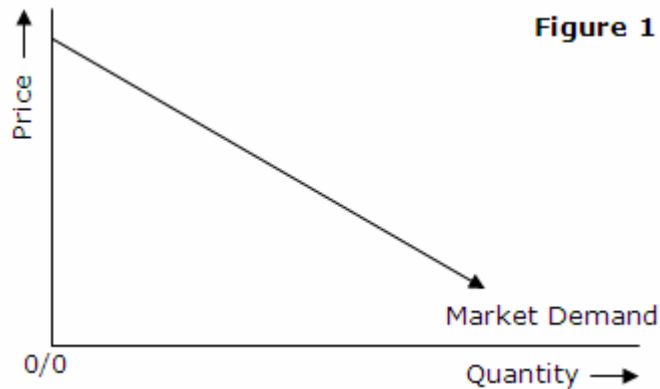


The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

**Availability and cost of
products & services**

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



EXPENSIVE

Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

**Availability and cost of
products & services**

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

CHEAP



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



CHEAP

Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability and cost of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages



EXPENSIVE

The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability and cost of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

Available but not
promoted



Aggressively
marketed



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability and cost of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

Available but not
promoted



The attributes of place



Rent this hummer at www.FirstClassLimos.net



ARTWORK BY FRANK LOPEZ

Aggressively
marketed

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
- laws and policies
- enforcement

Cultural & media
messages

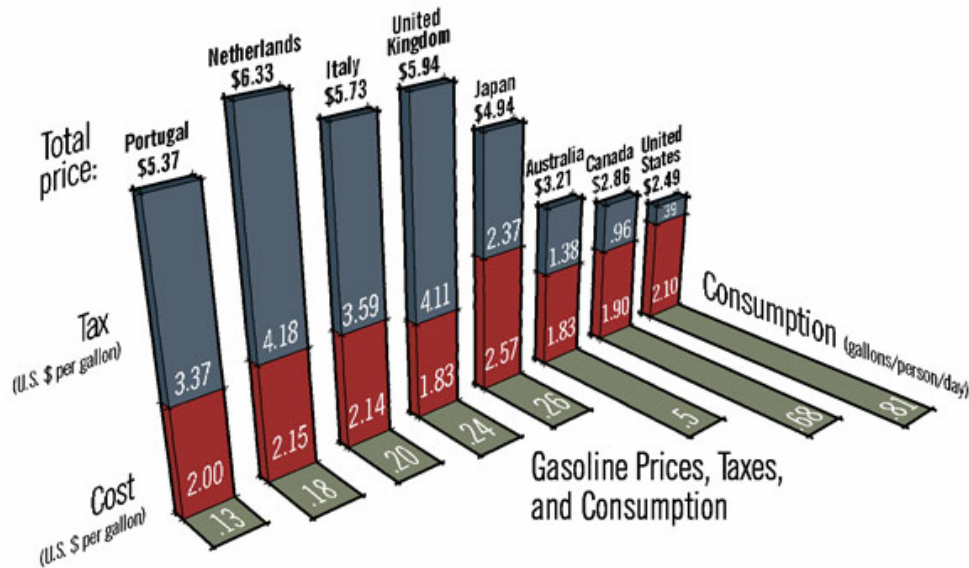


The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
- laws and policies
- enforcement

Cultural & media
messages



INCANDESCENT



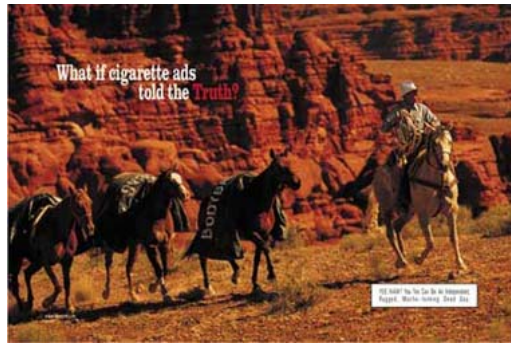
FLUORESCENT

The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



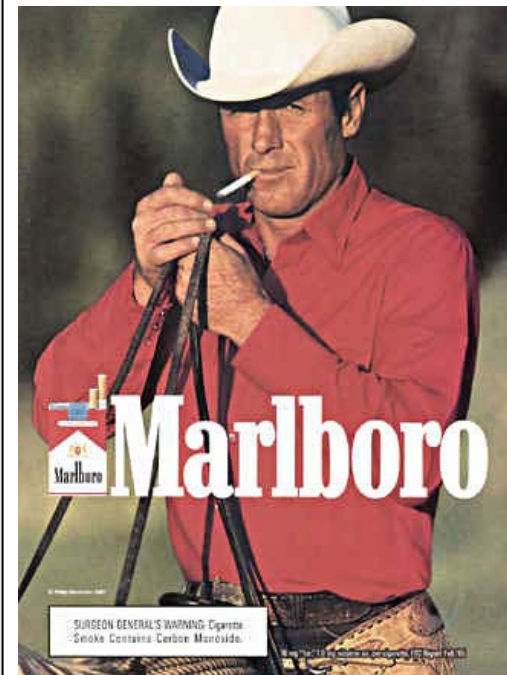
Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

**Cultural & media
messages**

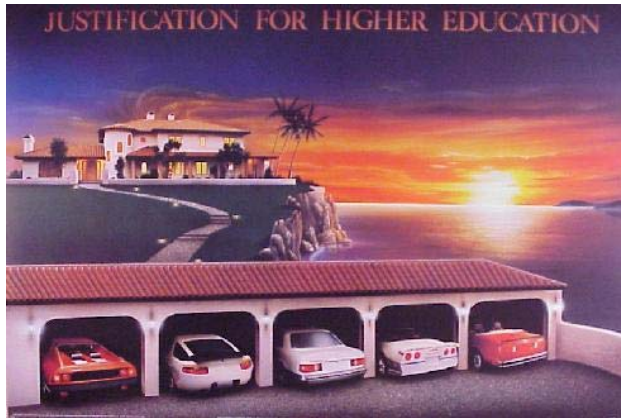
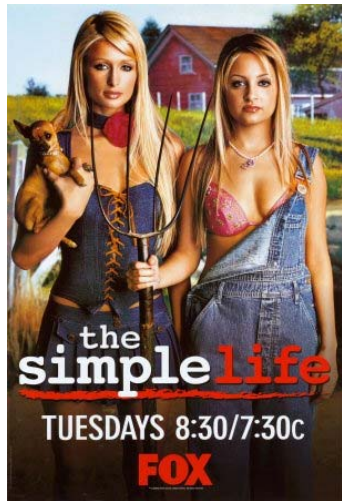


The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level

(e.g., home, school, neighborhood, local stores, workplace, city)

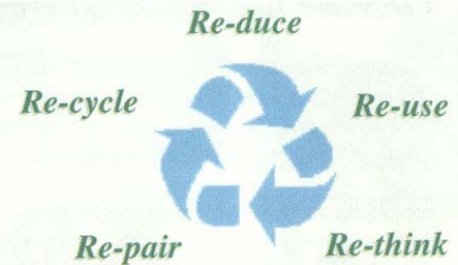
Availability of products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media messages

“The role of commercial media is to deliver audiences to advertisers.”



The attributes of place

Population health and environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media
messages

Distal-Level
(e.g., state,
region, nation, world)

Availability of
products & services

Physical structures

Social structures:
-laws and policies
-enforcement

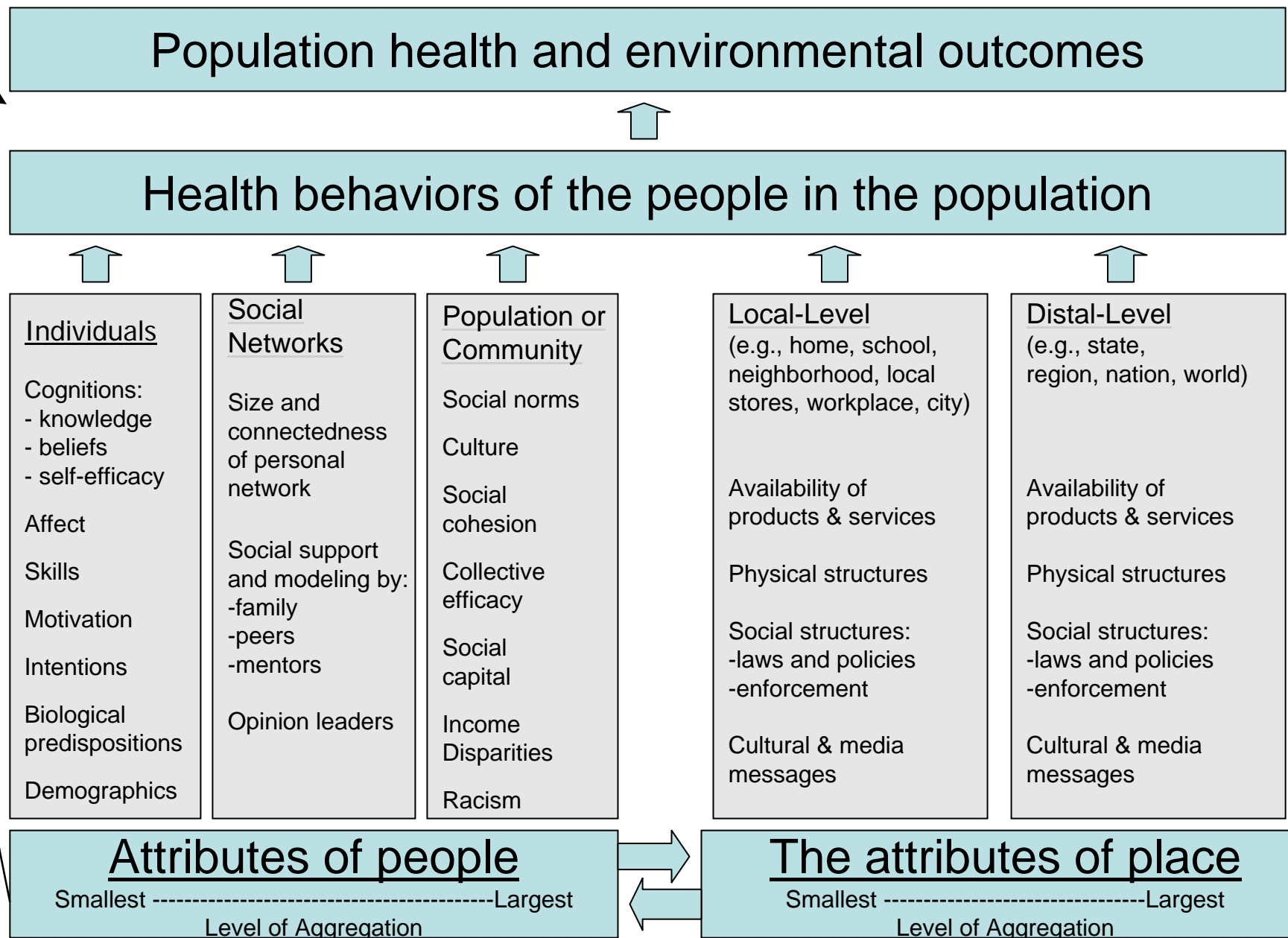
Cultural & media
messages

The attributes of place

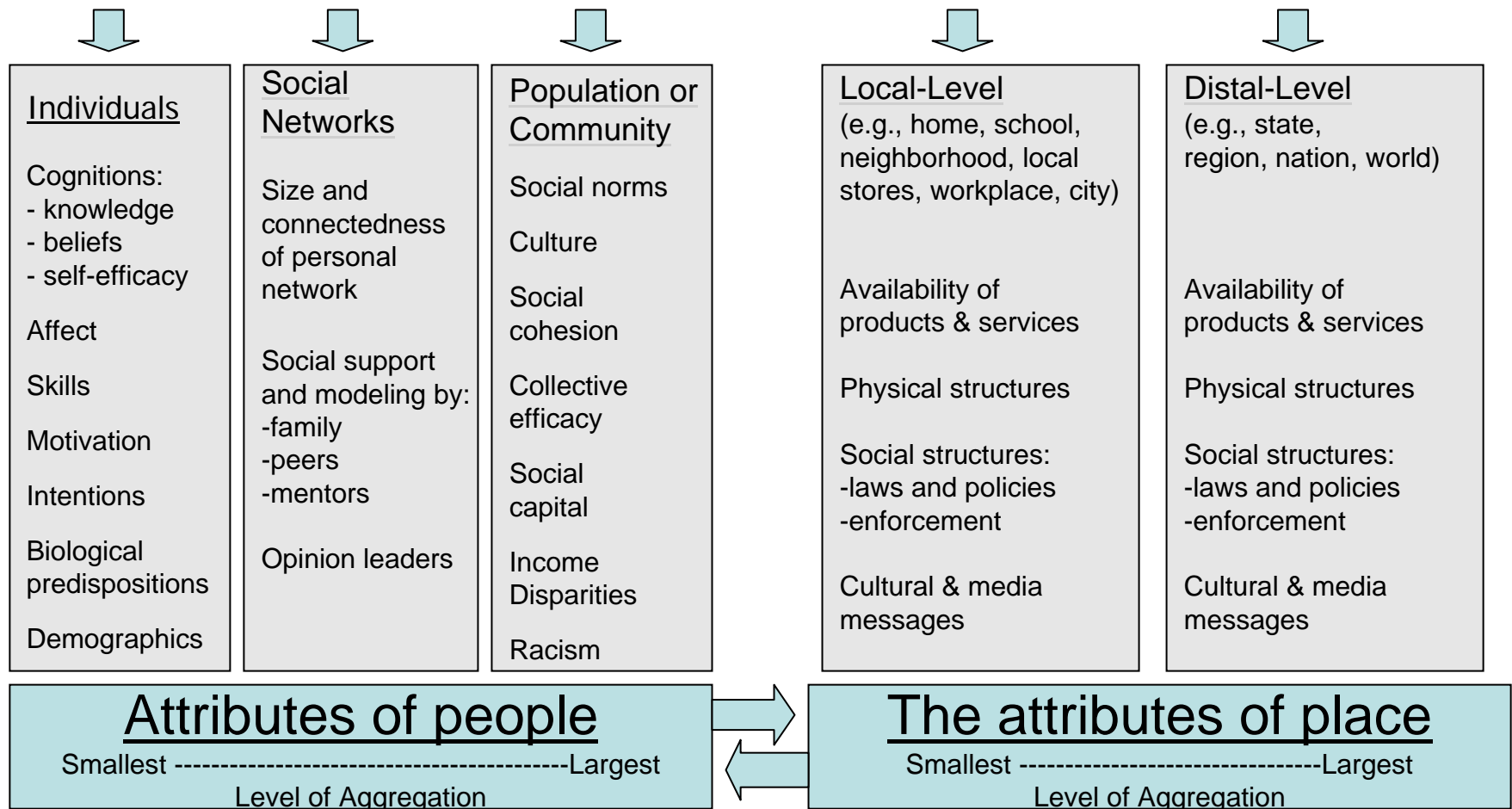
Smallest ----- Largest

Level of Aggregation

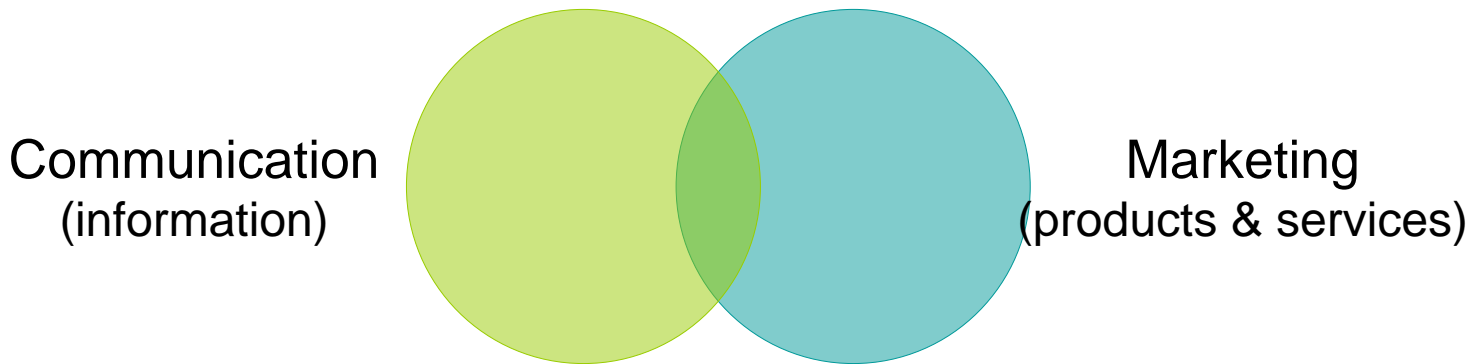
The “people and places” framework of public health intervention



Can we use communication and marketing to Influence these attributes? YES!!



These are overlapping yet distinct functions
(and opportunities) for public health and
environmental advocacy



Public Health/Environmental Communication Defined

“The scientific development, strategic dissemination, and critical evaluation of relevant, accurate, accessible and understandable (health/environmental) *information* communicated to and from intended audiences to advance the health of the (public/environment).”

Bernhardt, 2004

“The production and exchange of *information* to inform, influence or motivate individual, institutional and public audiences about (health/environmental) issues.”

Maibach, Abroms & Marosits, 2006

The essence of communication approaches:

- getting the right information, to the right audiences, in the right times and places in order to advance the program objectives.
- making all reasonable efforts to ensure that the information is being well received, and is having the intended impact (whether that impact involves changing people or changing the attributes of their community).

Marketing Defined

“An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”

American Marketing Association, 2006

Social marketing defined

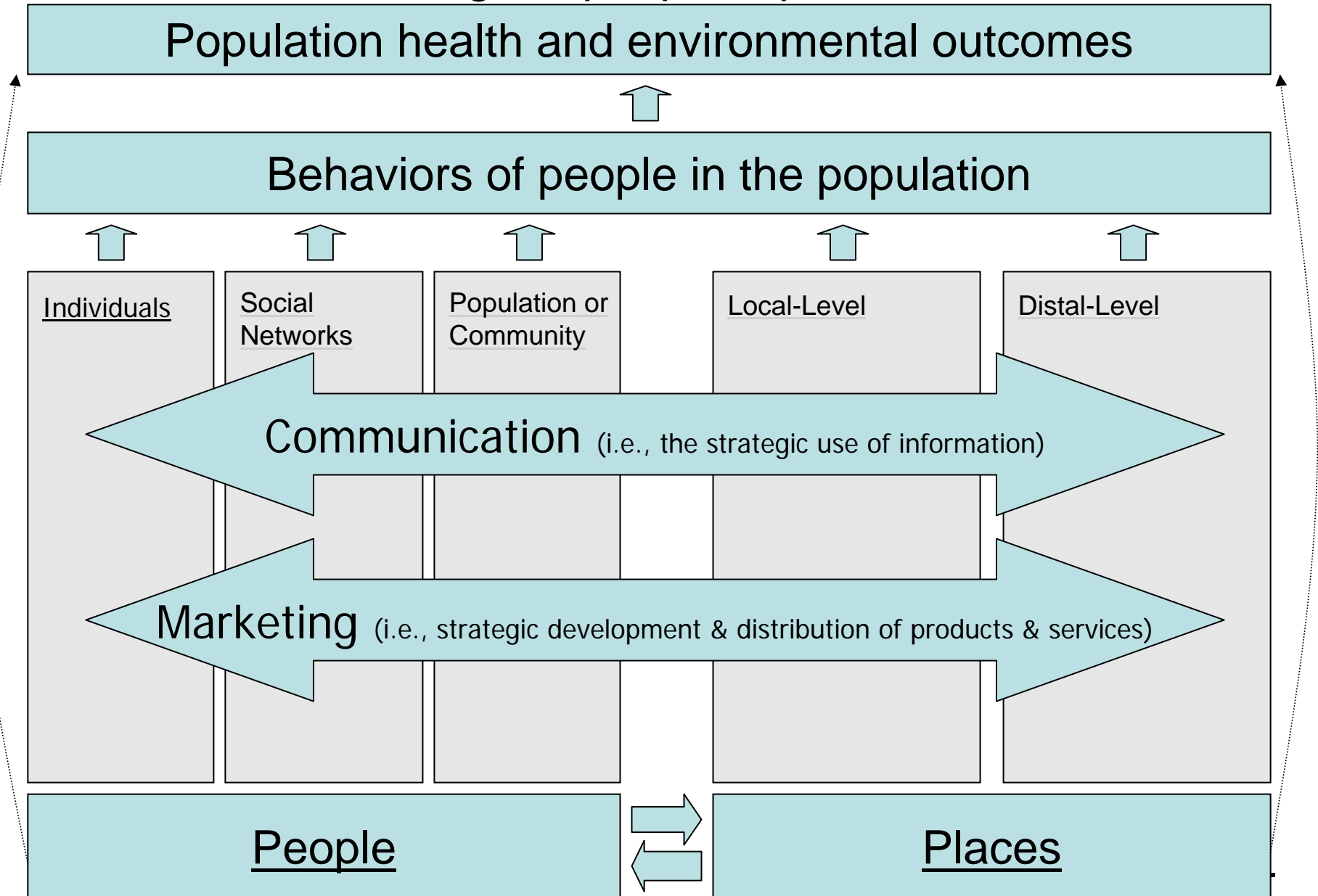
- “A *process of influencing human behavior by creating, communicating, and delivering products and/or services to target audience members for the purpose of advancing (public health/environmental) objectives rather than for commercial profit.*”

Maibach et al, draft

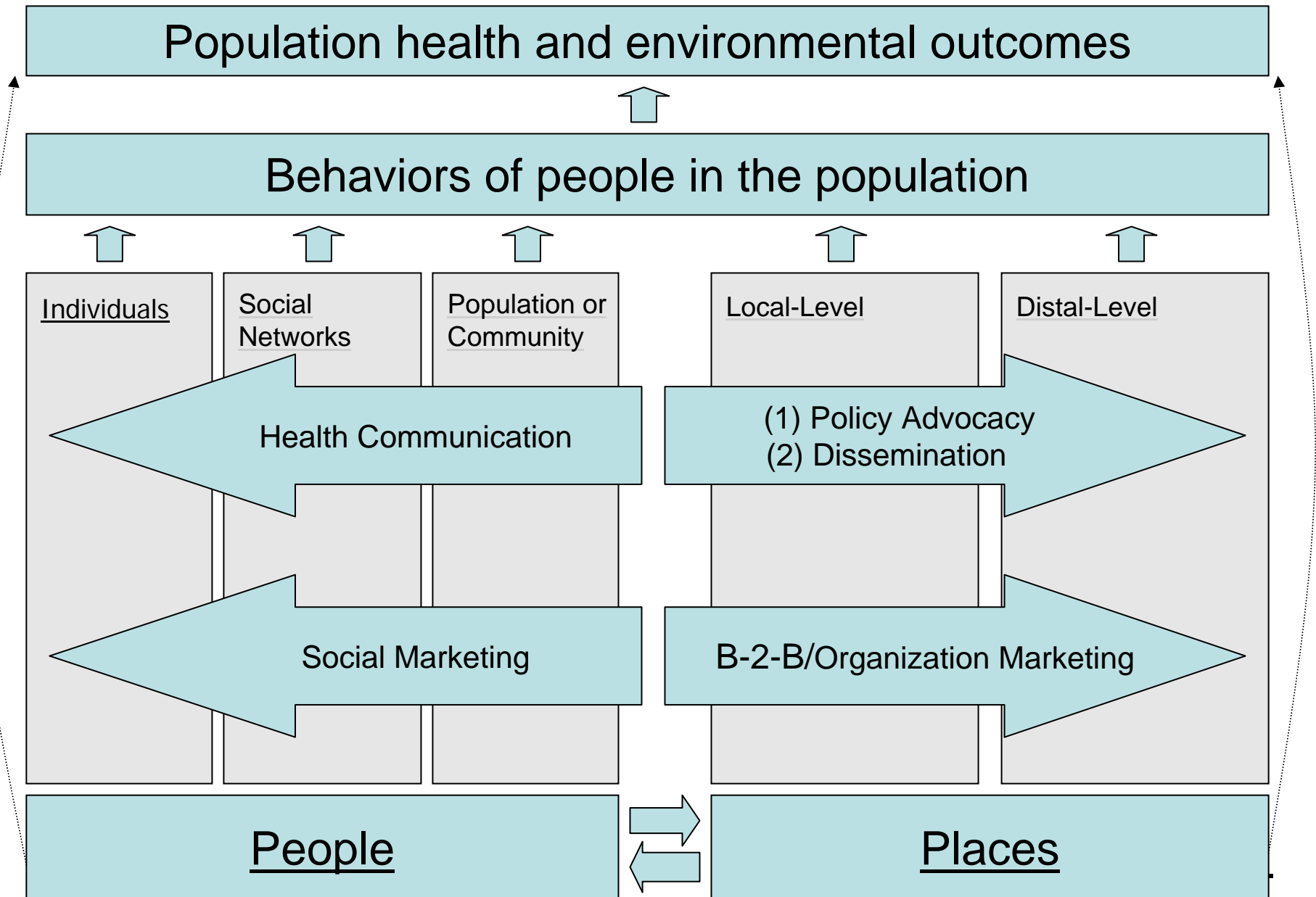
Andreasen: The essence of social marketing

- Behavior change is the benchmark used to design and evaluate the program.
- The program consistently uses audience research to (a) understand target audiences as the outset, (b) routinely pre-test program elements before they are implemented, and (c) monitor program elements as they are rolled out.
- Audience segmentation is used to identify target audiences to ensure that scarce programmatic resources are used efficiently and effectively.
- The central element of the program is creating and delivering an attractive, motivational exchange with target audience members.
- The program attempts to use all four Ps of the traditional marketing mix (product, price, place, and promotion); it is not just communication.
- Careful attention is paid to overcoming the competition (i.e., the active or inherent forces that are reinforcing the current, undesirable behavior).

The relevance of communication and marketing for influencing behavior using the people & places framework



The specific roles of communication and marketing in a “people & places” framework



In review:

1. Attributes of *people* – as individuals, social networks, and communities – influence population behavior.
2. Attributes of *place* – where we live, work, attend school, etc. – influence population behavior.
3. Communication and social marketing are distinct yet complementary modes of interventions for influencing population behavior
4. Such interventions can cultivate change in population behavior via both routes – i.e., targeting the people burdened by the problem of concern, and targeting the decision-makers who control the attributes of place that are contributing to the problem of concern.
5. Communication interventions have maximum impact when they cultivate change through both routes concurrently.